

CLAIMS

1. A method of regulating transcription in a plant cell from a DNA sequence comprising a target DNA operably linked to a coding sequence, which method comprises introducing an engineered zinc finger polypeptide into said plant cell which polypeptide binds to the target DNA and modulates transcription of the coding sequence.
2. The method according to claim 1 wherein the target DNA is part of an endogenous genomic sequence.
3. The method according to claim 1 wherein the target DNA and coding sequence are heterologous to the cell.
4. The method according to any one of the preceding claims wherein the zinc finger polypeptide is fused to a biological effector domain.
5. The method according to claim 4 wherein the zinc finger polypeptide is fused to a transcriptional activator domain.
6. The method according to claim 4 wherein the zinc finger polypeptide is fused to a transcriptional repressor domain.
7. A plant host cell comprising a polynucleotide encoding an engineered zinc finger polypeptide and a target DNA sequence to which the zinc finger polypeptide binds.
8. A transgenic plant comprising a polynucleotide encoding an engineered zinc finger polypeptide and a target DNA sequence to which the zinc finger polypeptide binds.
9. A method according to any one of claim 1 to 6 wherein the plant cell is part of a plant and the target sequence is part of a regulatory sequence to which the nucleotide sequence of interest is operably linked.